



Diaz Tackles ID Theft One Mile at a Time

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MADISON – Shawn Diaz is a road warrior. In her year as Agency Liaison with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), Diaz has put on countless miles teaching Wisconsin citizens about identity theft and the importance of protecting their personal information.

“Where haven’t I been?” joked Diaz. “Everyone is a consumer and a potential identity theft victim, so there is no corner of the state that doesn’t need to learn more about these crimes.”

While on the road, Diaz represents the Bureau of Consumer Protection’s Office of Privacy Protection and serves as a subject matter expert on privacy protection issues. She is responsible for identifying and developing ways to educate and provide resources to businesses, consumers, law enforcement and other agency professionals about identity theft.

According to Diaz, one of the challenging and exciting aspects of her job is the constantly changing nature of these crimes.

“Identity theft is the fastest growing crime in the United States with a new victim every three seconds,” noted Diaz. “New crimes are always developing, so my work is never finished.”

Diaz makes contacts with other industry experts and regularly uses social media tools to keep aware of the latest scams and safeguards for consumers. She adapts her findings to create new informational materials and presentation content for her meetings with the public.

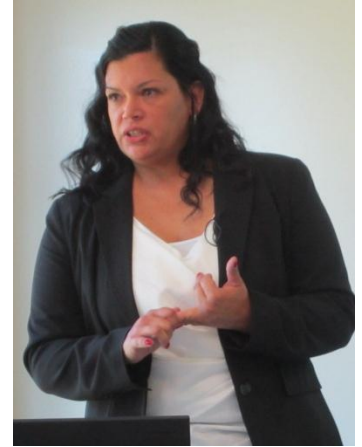
“Because I need to continually adapt the material I present to the public, I share information on a regular basis with business contacts and other state and federal partners who work in this constantly changing field,” said Diaz.

It takes more than just a willingness to travel and talk to be a great spokesperson on privacy issues. What sets Diaz apart is her real-world experience in working behind the scenes on actual identity theft cases. Prior to joining DATCP, Diaz worked in the fraud unit at the Wisconsin Department of Transportation. In this role, she worked hands-on investigating and helping to resolve identity theft cases for Wisconsin residents.

Despite some long stretches behind the wheel going from presentation to presentation, Diaz is proud of her role in helping to educate Wisconsin consumers about the very real threat of identity theft and the importance of protecting personal and banking information from criminals.

“My favorite part of my job is a combination of the creative aspects of developing new materials and also being able to speak directly with Wisconsin residents about protecting their identities,” said Diaz. “Technology and e-commerce ensure that this fraud will be with us for some time, so regularly updating the public on threats is the key to preventing these crimes.”

You can connect with DATCP on Twitter at www.twitter.com/widatcp or on Facebook at www.facebook.com/widatcp or www.facebook.com/wiconsumer.



Shawn Diaz presents on identity theft issues at a senior center in Fitchburg.